



Destination
DOWNTOWN

DOWNTOWN GEORGETOWN PLANNING STUDY

**Town of Halton Hills Planning, Public Works and Transportation
Committee**

Tuesday, February 13, 2018

The Planning Partnership

INTRODUCTION TO PROJECT

THE TEAM

The Planning Partnership

Meridian Planning Consultants
PLAN B Natural Heritage
Cole Engineering Group Ltd.
Bray Heritage
N. Barry Lyon Consultants Ltd.
SCS Consulting Group

A vision and planning
framework to make
Downtown Georgetown the
best place to **live, work
and play**



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Technical Advisory Committee

to provide technical review and analysis

- Policy Planner (Project Manager)
- Heritage Planner
- Development Review Planner
- Manager of Planning Policy
- Economic Development Representative
- Manager of Development Engineering
- Manager of Transportation
- Manager of Parks and Open Space
- Halton Region Planner
- Credit Valley Conservation Planner
- Halton Hills Hydro Representative



Project Steering Committee

provide input and to raise the interests of the groups/organizations they represent

- Mayor Rick Bonnette
- Regional Councillor Fogal (Chair)
- Councillor Kentner
- Councillor Johnson
- Downtown Georgetown BIA
- Halton Hills Chamber of Commerce
- Heritage Halton Hills Committee
- Halton Hills Cultural Roundtable
- Halton Hills Library
- Town Sustainability Implementation Committee
- Halton Hills Hydro
- Active Transportation Committee
- Two Downtown Georgetown Residents
- Downtown Georgetown Business/Land Owner



STUDY SCHEDULE



We are here

OVERVIEW OF PUBLIC ENGAGEMENT STRATEGY

Let's get people engaged:

61,000 people living in Halton Hills

42,000 people living in Georgetown

5000 15-24 years old

8500 over 55

High school and elementary school students

Clubs, interest groups, service clubs, residents groups

Landowners and developers

BIA members and management



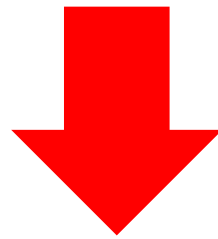
OVERVIEW OF PUBLIC ENGAGEMENT STRATEGY

Identified the level of public engagement in each phase based on Town's Engagement Strategy to clarify how the public's contribution will be considered.

1 What's important to you?

2 Design, design, design

3 Downtown Plan



Three milestones with **20+** ways to share thoughts and get involved



1

Downtown Visioning Workshop: let's get started

12 hours, many ways to participate

What's great about Downtown Georgetown and how can we make it even better?

1

Kick Off Presentation



2

Visual Preference Survey



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1 Downtown Visioning Workshop: let's get started

12 hours, many ways to participate

What's great about Downtown Georgetown and how can we make it even better?

3 Workshop



4 Focus group conversation



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1 Downtown Visioning Workshop: let's get started

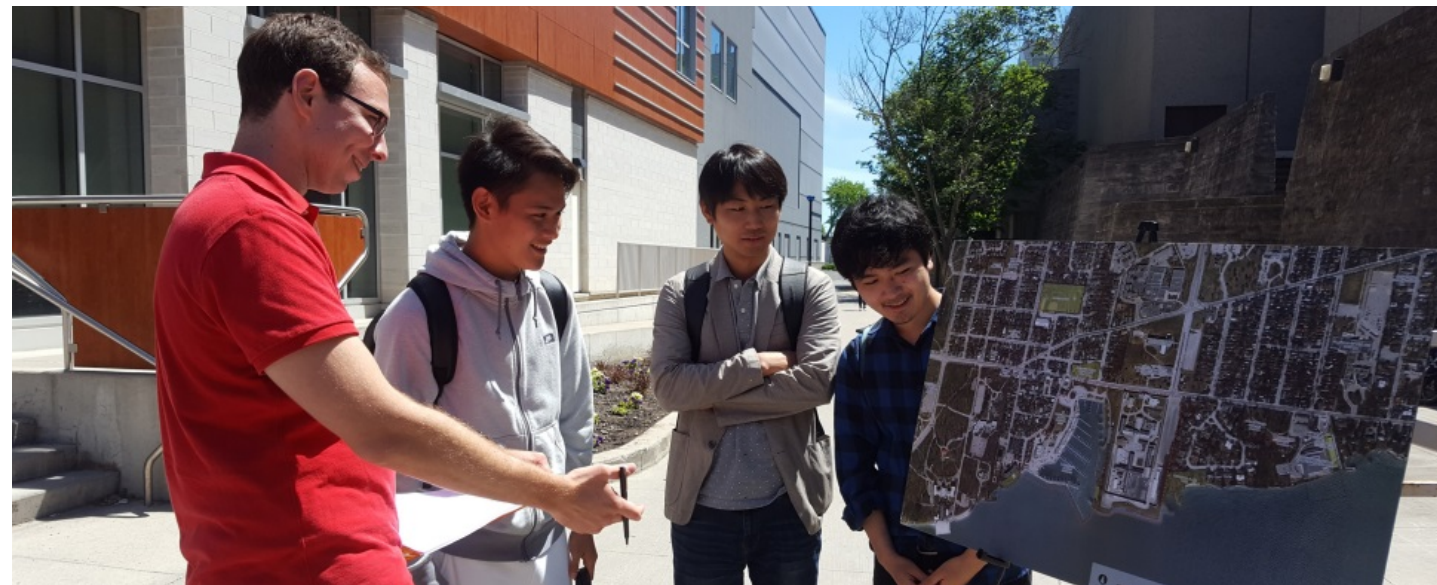
12 hours, many ways to participate

What's great about Downtown Georgetown and how can we make it even better?

5 One on One Interviews



6 Peer to peer conversation



Destination
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1 Downtown Visioning Workshop: let's get started

12 hours, many ways to participate

What's great about Downtown Georgetown and how can we make it even better?

7 Roving Destination Downtown Discussions



8 Pop Up Studio



9 Interactive Displays

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DOWNTOWN



1 Downtown Visioning Workshop: let's get started

12 hours, many ways to participate

What's great about Downtown Georgetown and how can we make it even better?

Share your thoughts online

Downtown Georgetown Planning Study



The Downtown Georgetown Planning Study will guide growth and development in the downtown over the next 20 years, to continue its evolution as a culturally and economically vibrant destination for residents, workers, and visitors.

Through development of the Plan, a clear vision for Downtown Georgetown will be developed as well as updated policies related to land uses, building heights, density and urban design. The study will consider the historic character, natural areas, housing, business and public spaces that make Downtown Georgetown great today, and how they can be enhanced in the future.



TELL US WHAT YOU THINK

Q & A

Destination Downtown



We are just getting started on the Destination Downtown Land Use Study and would like to hear your thoughts on Downtown Georgetown.

[Take Survey](#)

REGISTER

to get involved!

Who's listening

[Tara Buonpensiero](#)

Senior Planner - Policy

Email tarab@haltonhills.ca



Photos



[more..](#)

Document Library

[Terms of Reference \(2.91 MB\) \(pdf\)](#)



2

Downtown Design Summit: let's start designing

April 2018: 12 hours, 3 designers, 3 teams, 2 design sessions , 7 ways to participate

What could Downtown Georgetown look like? Three options: buildings, green space, streets and parking



1

Register to participate in one of two public design sessions

2

Concurrent focus group conversations

3

Pin up of options generated at design sessions

4

Pick up a workbook, send us your ideas

5

Attend the wrap up presentation that summarizes the design options and the next steps

6

Look at the three options as consolidated and refined by the team and posted online

7

Have a look at the three options on display in the Town Hall

2 Downtown Design Summit: let's start designing

12 hours, 3 designers, 3 teams, 2 design sessions , 7 ways to participate

What could it look like? Three options: buildings, green space, streets and parking

Share your thoughts online

The screenshot shows a web application interface for 'Alternatives'. The main content area is titled 'Alternatives' and features three tabs: 'Existing Conditions' (1 star), 'Current Policy Framework' (3 stars), and 'Emerging Vision' (5 stars). The 'Emerging Vision' tab is active, displaying the text 'Emerging Vision' and 'Proposed Changes to the Transportation Network'. Below this text is a map of a city area with various transportation routes and green spaces. The map includes labels for 'HIGHWAY 401' and 'Scarborough Town Centre Master Plan currently underway'. A legend is visible at the bottom of the map. To the right of the map, there is a section for 'Your priorities:' with five horizontal sliders: 'Healthy Neighbourhoods' (green arrow pointing right), 'Public Health-Environment' (red arrow pointing left), 'Experience' (green arrow pointing right), 'Shaping the City' (green arrow pointing right), and 'Affordability' (red arrow pointing left). Below the sliders is a scale from 'Worse' to 'Better' with a red arrow pointing left and a green arrow pointing right. Above the sliders, there is a section for 'Please rate this scenario:' with a five-star rating system (4 stars selected) and an 'Optional Comment' button. The interface also includes a 'What to do' button with a question mark icon and a 'Next Task' button with a refresh icon. The left sidebar contains navigation links: 'WELCOME', 'RANKING', and 'ALTERNATIVES'. The right sidebar contains 'MAP MARKERS' and 'WRAP UP'. A 'Legend' button is located at the bottom of the map area.



3

Downtown Open House: Draft Downtown Plan

June 2018: 12 hours, two presentations, talk to us one-on-one at the open house, complete the interactive displays

Here's what you said, best of the best of the three concepts, preferred land use and built form concept, preferred transportation network



3 Downtown Open House: Draft Downtown Plan

12 hours, two presentations, talk to us one-on-one at the open house, complete the interactive displays

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Photos

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We want to hear from you!



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The Town of Halton Hills is preparing Destination Downtown, a Plan to ensure that the multi-faceted and mixed-use function and cultural identity of Downtown Georgetown are enhanced.

There will be particular focus on:

Historic Character

Natural Areas

Housing areas

Businesses

Public Spaces

Get involved!



Answer questions to help plan for the future of Downtown Georgetown. See back of postcard...

Pre-postage is supplied, simply answer questions anonymously, then drop in mailbox.

What We Heard

Downtown Georgetown Planning Study

October 2017

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Meaningful and interactive public and stakeholder engagement and participation will form the foundation of the Downtown Georgetown Planning Study.

So far, more than **100** comments have been provided.

Please continue to share your thoughts:

letstalkhaltonhills.ca

@dtowngtown
#destinationdowntown

What we asked:

1. What is great about Downtown Georgetown?
2. I would come to Downtown Georgetown more often if...

Ways we connected:

-  One-one-one conversations at the Georgetown Farmer's Market (October 7th, 2017)
-  Handout surveys
-  Comment postcards handed out at Masquerade on Main (October 28th, 2017)
-  The project web page: letstalkhaltonhills.ca

What's important to you:

- Sense of community
- Community events (farmer's market)
- Small town feel
- Variety of restaurants, shops, and local businesses
- Walkability and attractive streetscaping
- Historic charm

What could make Downtown Georgetown even better:

- More restaurants and patios
- More community events (live music)
- Cycling infrastructure
- Heritage preservation
- More public, gathering spaces
- More specialty shops (hardware store, bakery)
- Additional transit and parking options

Downtown Georgetown Planning Study



Destination DOWNTOWN



The Town of Halton Hills has launched **Destination Downtown**, which is a study to develop a vision and new planning framework for Downtown Georgetown. The conclusion of the study will result in a Secondary Plan for Downtown Georgetown, which will guide development over the next 20 years with respect to land use, building height, density, and urban design.

The Downtown Planning Study will be undertaken in six phases over the next 18 months. Each phase of the study includes opportunities for you to participate. The first public session is a **Visioning Workshop**. At this workshop you will collaborate with the project team in developing the Vision and Guiding Principles which will guide the development of alternatives for land use and built form in Downtown Georgetown.

Please join us on:

Date: Tuesday, February 20, 2018

Time: 6:30 pm Registration, Presentation at 6:45 pm

Location: Hillview Active Living Centre - Georgetown (318 Guelph Street East
(Unit #9 - back of building))

STUDY SCHEDULE – NEXT STEPS

Public consultation
event #2 in early
April 2018



We are here

February 20, 2018:

- Technical Advisory Committee Meeting #2
- Steering Committee Meeting #2
- Public consultation event #1